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SOUTH OF MARKET REZONING STUDY

Planning Issues Paper

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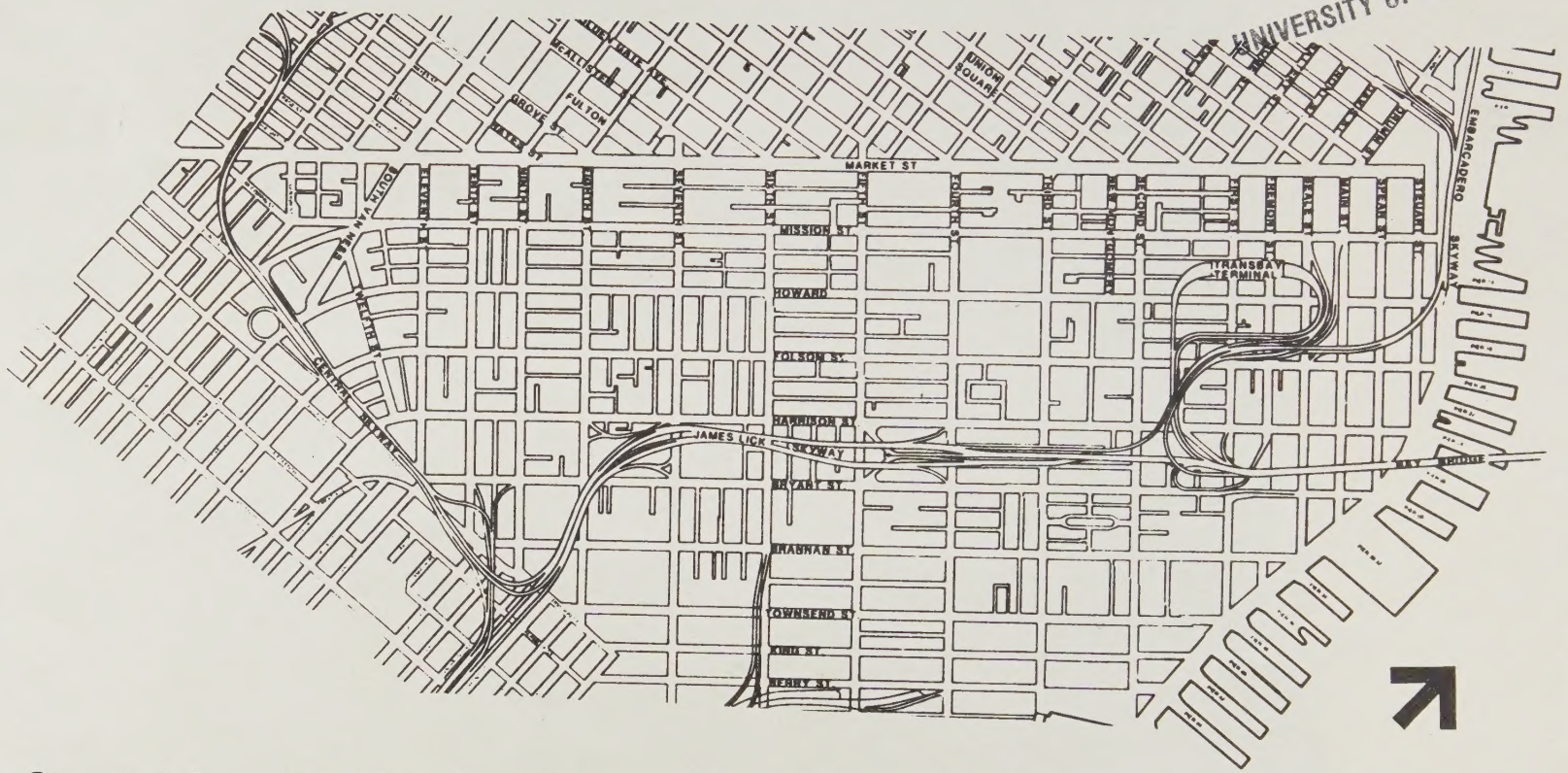

City and County of San Francisco
Department of City Planning

July 1984

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INTRODUCTION

The South of Market Rezoning Study is a planning analysis which will review existing community characteristics, problems, and amenities within the South of Market area and will review, analyze, and amend existing land use controls as necessary to solve some of the most pressing problems experienced by area residents, workers and businesses. The South of Market Rezoning study area includes the area west of Yerba Buena Center from Fourth Street to the Central Freeway, and the area south of Mission Street to Townsend. This area was designated as an Interim South of Market Industrial and Housing Conservation Special Use District by the Board of Supervisors in December 1983. In establishing the interim controls, the Board was responding to concerns about adverse effects new office development has in the South of Market area. This study will take a look at what some of the effects have been and may be and will also look at ways to preserve housing; encourage the development of new affordable housing; protect existing and facilitate expansion of industrial, artisan, business service and neighborhood-serving retail activities and blue and grey collar employment. The study will also address a number of urban design and environmental concerns and will facilitate close involvement of residents, employers, workers, property owners and other interested and affected parties in the planning process.

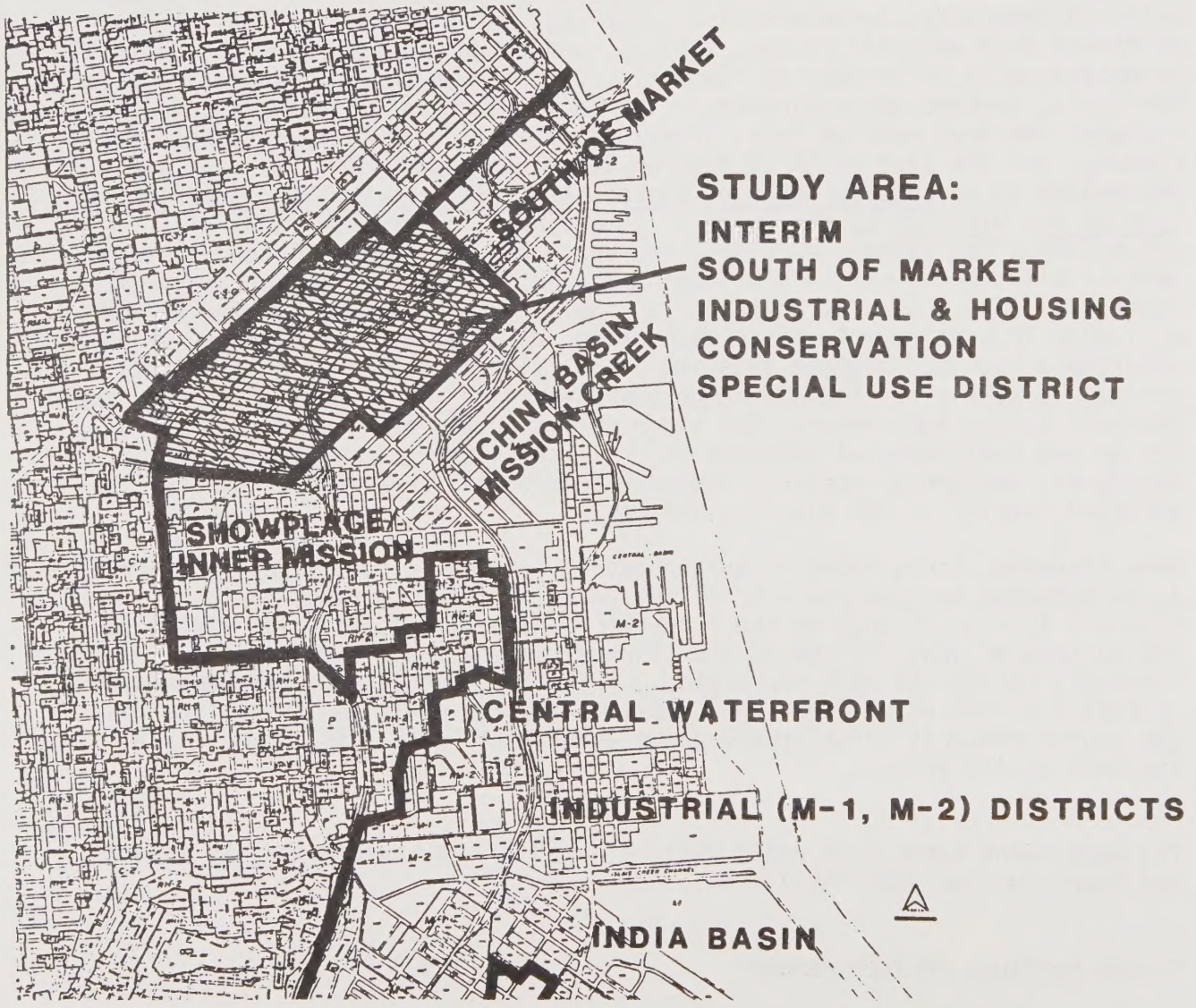
This Planning Issues Paper is an element of our public participation program. It is intended to give you a brief introduction into the kinds of issues planners look at as they do their research and analysis. It will also give you an idea of what to look at and think of as you travel around your community within the next few months. This will help you and the Department of City Planning as we begin to formulate planning goals and objectives and new zoning controls which should guide development within the community for the next twenty years.

The Department hopes this paper will be helpful. We appreciate your interest and thank you for your involvement.

Susana Montana, Project Manager 558-2683

Eugene Coleman, Public Participation Officer 558-2683

South of Market Rezoning Study



SOUTH OF MARKET REZONING STUDY PLANNING PROCESS

PROJECT ORGANIZATION

- Design Work Program
- Secure Funding
- Establish Community Network
- Staff and Consultant Selection

JANUARY 1984

→

IDENTIFY SETTING

- Gather Data on Physical, Social and Economic Environment
- Identify Problems, Issues, Concerns
- Identify Opportunities and Constraints
- Identify Potential Strategies for Improving Environment

MAY - AUGUST

→

SUMMARIZE & PRESENT FINDINGS

- Present Findings on Business and Community Characteristics; Transportation Network; Physical Form; Open Space; Community Services; and Physical Environment

OCTOBER

→

IDENTIFY INITIAL GOALS AND OBJECTIVES

- Identify what we want in
  - -Land Use
  - -Business Activities
  - -Housing Conservation and Development
  - -Open Space and Recreation Resources
  - -Transportation and Parking
  - -Physical Form and Urban Design
  - -Physical Environment (sun, views, air quality, quiet, etc.)

OCTOBER

→

IDENTIFY INITIAL POLICY AND PROGRAM OPTIONS

- Land Use and Density
- Scale of Development (tall or small buildings)
- Business and Job Retention/Expansion
- Housing Preservation
- Housing Development (what kind, where)
- Park and Recreation Resources & Sites
- Landmark Preservation
- Landscaping, Architectural Character
- Sun Exposure, Wind Protection, View Corridors, Urban Design Guidelines

OCTOBER

→

ANALYZE PROGRAM OPTIONS

- Determine Economic Feasibility of Options
- Measure Environmental, Social, and Economic Effects of Proposed Policy and Zoning Options

OCTOBER - NOVEMBER

→

PRESENT FINDINGS

- Present Findings of Planning Research and Analysis to Community and Relevant Agencies

NOVEMBER

→

SELECT PREFERRED PROGRAM ALTERNATIVE

- Work with community groups to discuss planning findings and to identify preferred program alternative--preferred level of development and conservation and preferred controls

NOVEMBER

→

PREPARE PLAN POLICIES AND ZONING CONTROLS

- Department staff prepares plan policies and zoning controls based on findings and community input

DECEMBER 1984

→

ENVIRONMENTAL ASSESSMENT OF PLAN AND ZONING CONTROLS

- Department staff prepares an Environmental Impact Report (EIR) on the proposed Plan and Controls

DECEMBER - JANUARY 1985

→

PUBLICATION OF PLAN, CONTROLS AND EIR

- Department publishes Plan, Controls and EIR and distributes to public for review and comment

MARCH 1985

→

PUBLIC REVIEW AND COMMENT PERIOD

- Planning Commission holds public hearings to receive comments on the Plan, Controls and EIR

MARCH - APRIL 1985

→

RESPOND TO COMMENTS, REFINE PLAN AND ADOPT CONTROLS

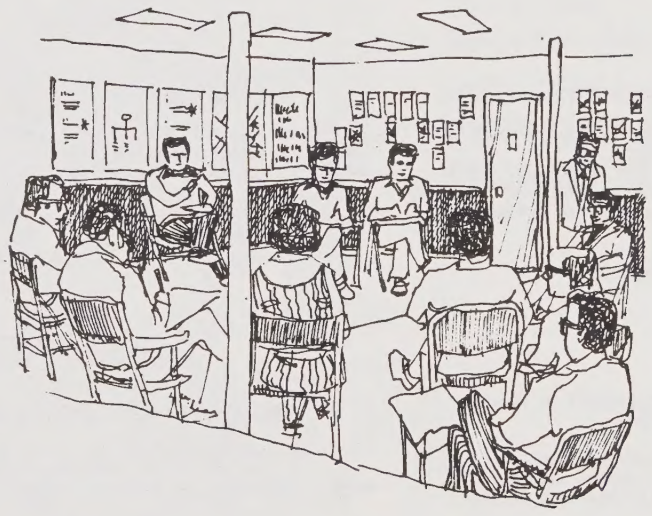
- Planning Commission presents response to comments, amendments to Plan, and adopts Zoning Controls
- Commission sends proposed permanent controls to the Board of Supervisors for public hearings and legislation

JUNE 1985

Planning Issues, Research Topics, & Policy Questions

TRANSIT

HOUSING



PARKING

PARKS

JOBS

SUN & VIEWS

SAFETY

LAND USE

BUSINESS ACTIVITY

LAND USE

Land Use (Zoning) Controls regulate:

- How land may be used
- Where business and residential activities may locate
- Where parks should be established
- How much and where parking, private yards and other open space resources should be located

LAND USE PLANNING...

- Identifies TYPES OF USES, MIXTURE OF USES
  What types of activities are permitted in each zoning district or discrete neighborhood; houses, apartments, factories, auto repair, restaurants, personal or business service establishments, etc.

MIXED USE: INDUSTRY & HOUSING

LAND USE

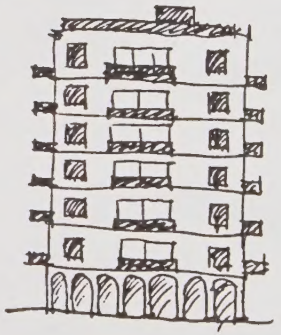
- Identifies INTENSITY OF USES (DENSITY)
  How much of each activity or land use is to be allowed within a particular zoning district; large buildings with many tenants (high density) or smaller buildings with few tenants (low density).

Residential density is generally controlled by the number of living units allowed on a particular parcel or lot. The density is limited by the number of units allowed per increment of lot area.

In low density residential districts where single-family homes are found, one unit is allowed per lot. In other low density districts where small apartment buildings or flats (two or three units) are found, one dwelling unit is allowed for each 800 square feet of lot area. A standard 50 by 100 foot parcel (5,000 sq.ft.) can accomodate six units at this 1:800 density.

Moderate density districts where small apartment buildings or large houses with three or more dwelling units are found allow one unit per 600 sq.ft. of lot area. For comparison, this 5000 sq.ft. parcel could accomodate eight dwelling units at this 1:600 density.

Medium density districts where medium size apartment buildings are found allow one unit per 400 sq.ft. of lot area. For comparison, this same sized parcel could accomodate 12 dwelling units at this 1:400 density.



High density districts where tall apartment buildings are found allow one unit per 200 sq.ft. of lot area. Generally, new high density residential developments require parcels larger than the 5,000 sq.ft. example, however, for comparison, the 5,000 sq.ft. parcel could accomodate 25 units at this 1:200 density.

Residential hotels are allowed as a principal use in most moderate, medium and high density residential and commercial districts. They are allowed as a conditional use in industrial districts. Residential hotels are categorized as "group housing" and are allowed higher densities than other types of housing. Within the South of Market area, densities of up to one unit per 70 feet of lot area could be allowed for new residential hotel developments. A 5,000 sq.ft. parcel may not be able to accomodate a residential hotel with the associated on-site parking and rear yard requirements, however, for comparison, this sized parcel would be allowed up to 71 bedrooms or hotel rooms at this maximum "group housing" density of 1:70. Some existing, older residential hotel buildings within the South of Market area reflect even higher densities, such as one unit per 50 sq.ft. of lot area (1:50).

low density - 1:1500

medium density - 1:500

high density - 1:60

high density - 1:200

- Identifies and Discourages NON-COMPATIBLE USES
  Certain business or residential activities may not combine well within a particular zoning district or neighborhood. In some cases, certain activities may need to be limited in number. Zoning controls can prohibit certain incompatible uses or can limit the number or amount of uses which may be disruptive in great numbers within a certain district or neighborhood (e.g. bars, restaurants, institutions, or factories next to playgrounds or hospitals).

- Identifies and Encourages NEW USES OR ACTIVITIES
  Certain neighborhoods may lack essential neighborhood-serving retail activities and services such as laundromats, grocery stores, banks, hardware stores, postal services, health clinics and other social service providers. Planning policies can encourage these types of uses to be located within a particular neighborhood or district and zoning controls can facilitate their development. Planning policies can encourage city agencies to assist small businesses to locate in appropriate areas.

- Maintains and Strengthens EXISTING BENEFICIAL USES
  Certain existing uses and mixture of uses are beneficial to the neighborhood and city. The planning process can identify which existing uses are beneficial, which are healthy and are expected to remain, which are experiencing problems and are vulnerable to displacement, and which should be strengthened and maintained. Planning policies and zoning controls can facilitate the protection and maintainence of these uses. Examples of beneficial uses include residential activities, artists' live/work activities, business and personal services activities, retail and light manufacturing activities, parks, schools, social service activities, parking, etc.

- Identifies Appropriate Re-Use Activities for PRESERVATION AND ADAPTIVE RE-USE OF IDENTIFIED LANDMARK BUILDINGS
  Certain historic or architecturally significant buildings contribute to the character and identity of the neighborhood and should be retained and preserved as a neighborhood and public resource. Planning policy can encourage retention and preservation of these selected landmark buildings by identifying acceptable activities and uses which would make preservation economically feasible. Zoning controls can be developed to facilitate such preservation.

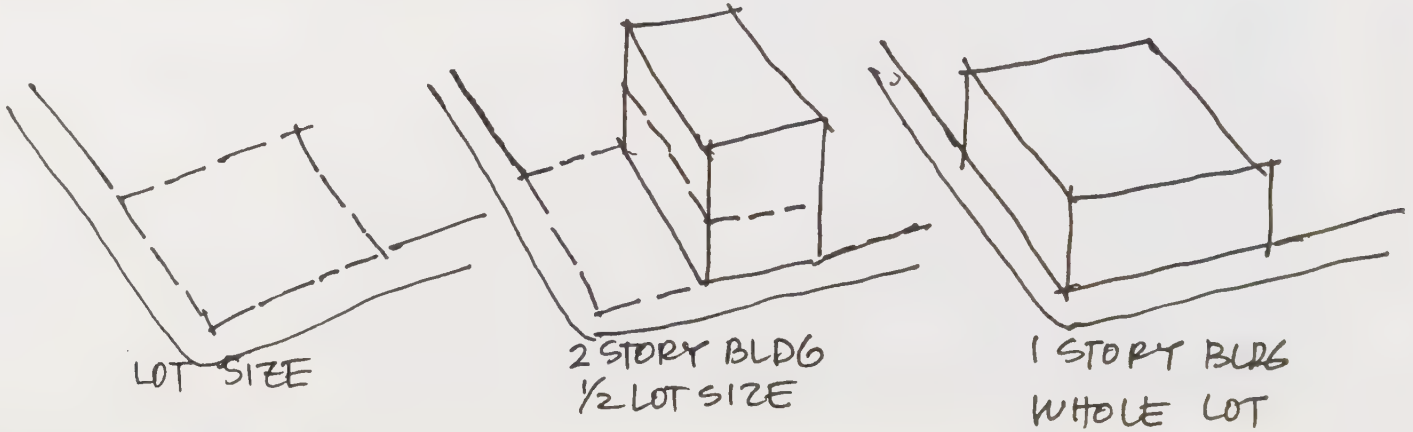
HEIGHT, BULK AND FLOOR AREA RATIO (FAR) ARE WAYS TO CONTROL DENSITY IN COMMERCIAL AND INDUSTRIAL DISTRICTS.

HEIGHT Height limits control the maximum height of any building. A property located within an 80 foot height district would be allowed contruction of a building no higher than 80 feet or about 6 or 7 stories tall.

BULK Bulk refers to the apparent massiveness of a building compared to its surroundings. Bulk controls limit building form and mass and usually require the reduction of the building mass, through setbacks at certain levels, as building height increases or as the building ajoins smaller, adjacent structures.

FLOOR AREA RATIO (FAR) Floor Area Ratio is a means of controlling the maximum amount of development or building area allowed per lot. The Floor Area Ratio identifies the ratio of building area allowed (measured in square feet of floor area) in relation to the lot area. A FAR of 1 to 1 (1:1) would allow a one story building to be built with full lot coverage. Or, it would allow a two story building to be built on one-half the lot area, with the other half remaining as open or parking space. A two story building on one-half the lot or a five story building on one-fifth the lot area would both constitute a FAR of 1:1.

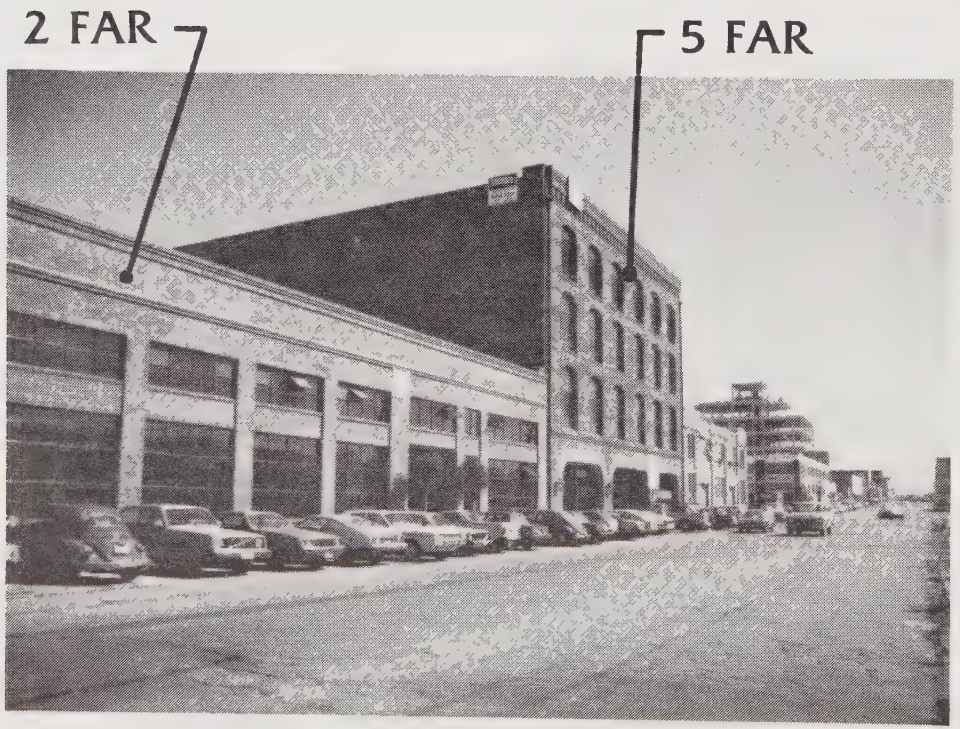
Present FAR controls on industrially-zoned lands within the South of Market (M-1: light industrial, M-2: heavy industrial districts) allow a 5:1 commercial density. This means that the total floor area of a commercial or industrial building may be five times the area of the lot. For example, a building that covers the entire lot is allowed to be about five stories tall.

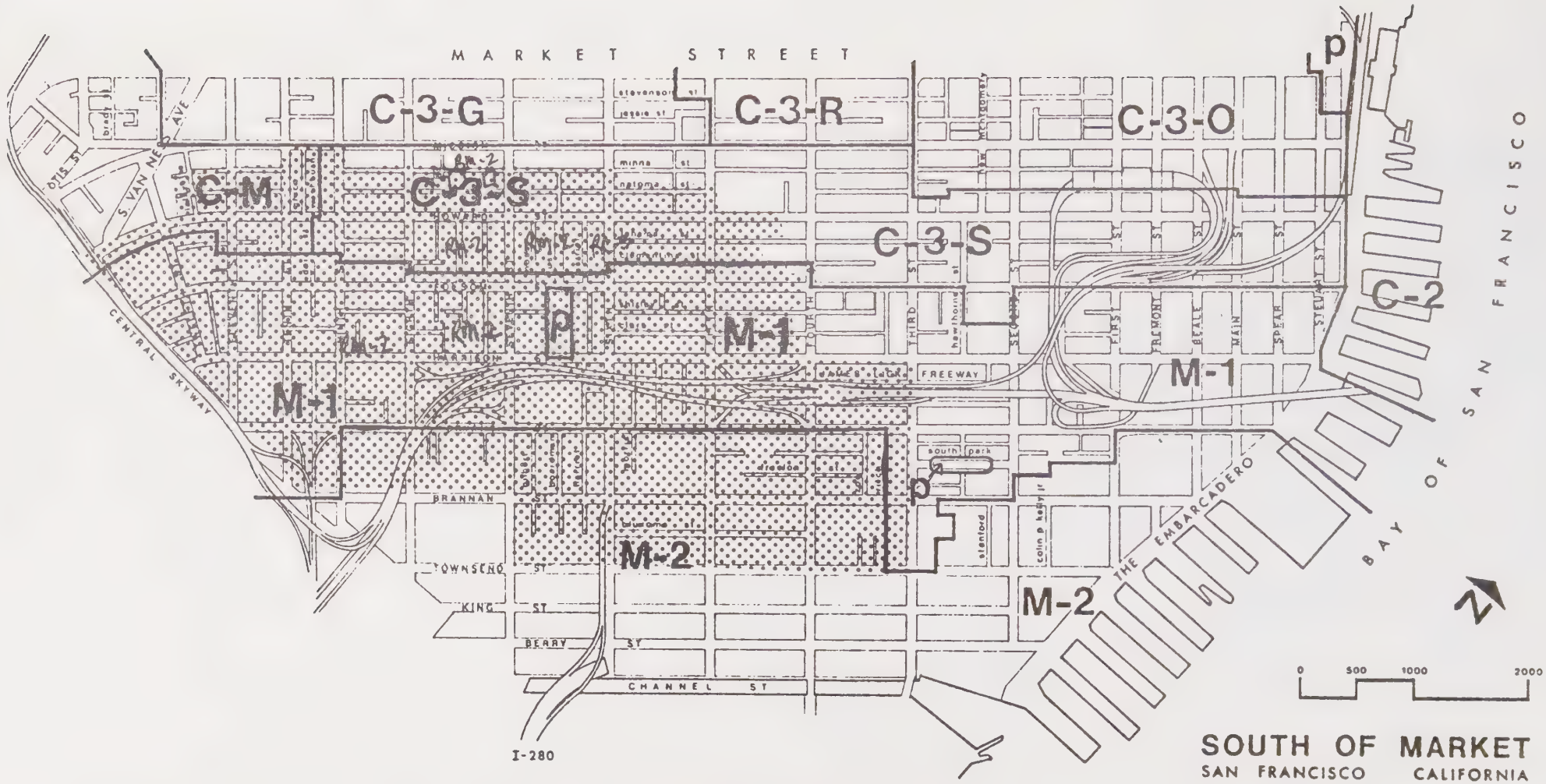


Floor Area Ratio

The Floor Area Ratio limits within the South of Market area vary with the commercial zoning districts and are listed below.

Zoning District	FAR limit
C-3-O	presently 14 to 1 (proposed for reduction to 10 to 1)
C-3-R	presently 10 to 1 (proposed for reduction to 6 to 1)
C-3-G	presently 10 to 1 (proposed for reduction to 6 to 1)
C-M	9 to 1
C-3-S	presently 7 to 1 (proposed for reduction to 5 to 1)
M-1	5 to 1
M-2	5 to 1





SOUTH OF MARKET
SAN FRANCISCO CALIFORNIA

EXISTING ZONING

STUDY AREA: Interim South of Market Industrial and Housing Conservation Special Use District.

C-3-G: Downtown General Commercial--retail, offices, hotels, entertainment, clubs and institutions, and high-density residential uses.

C-3-R: Downtown Retail--comparison shopper retail activity and direct consumer services.

C-3-S: Downtown Support--support funtions for the intenstive downtown office core area such as wholesaling, printing, building services and parking.

C-3-O: Downtown Office--high density office activity serving finance and other corporate headquarters and service industries.

C-M: Heavy Commercial--wholesaling and business services activities as well as some light manufacturing and processing.

M-1: Light Industrial--light industrial/manufacturing/processing activities requiring large spaces, rail or water transportation access, large utility lines and usually dependent upon truck transportation.

M-2: Heavy Industrial--heavy industrial/manufacturing/processing activities requiring large spaces and usually requiring screening or other physical separation from less intense commercial, industrial or residential activities.

P: Public--Structures and uses of governmental agencies such as parks, open spaces, public utilities, governmental buildings, or land under public ownership.

RH-2: Residential, Two-Family--districts primarily devoted to one-family and two-family houses, with the latter commonly consisting of two large flats.

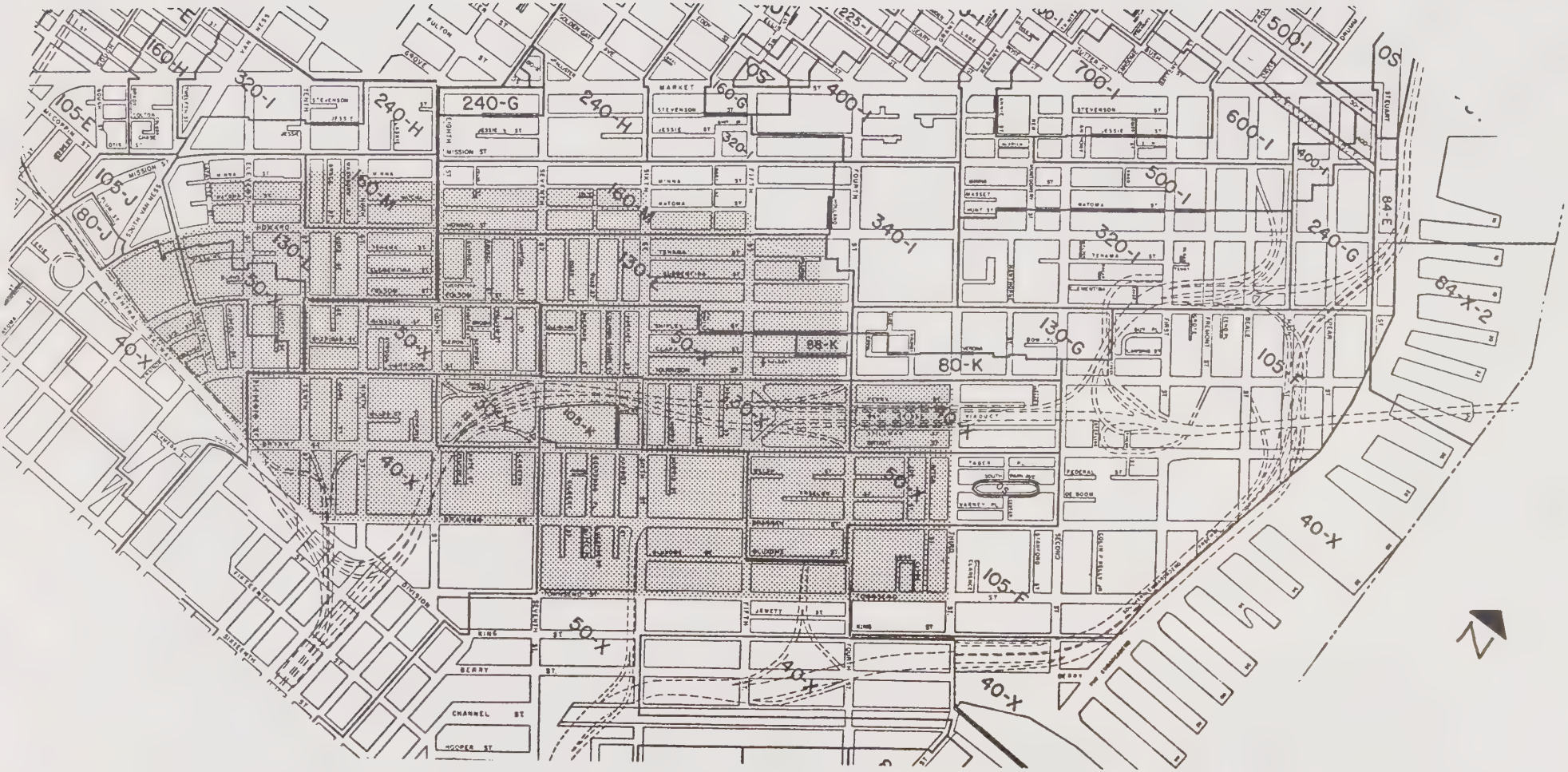
RH-3: Residential, Three-Family--districts similar to RH-2, but where structures with three units are common in addition to the one- and two-family houses. The predominant form is large flats rather than apartments.

RM-1: Residential, Low Density--these districts contain a mixture of houses, flats and some small apartment buildings.

RM-2: Residential, Moderate Density--these districts contain a mixture of houses, flats and small apartment buildings similar to that of the RM-1 district, however the overall density of units is greater as there are a larger proportion of smaller apartment buildings located within the district.

RC-2: Residential-Commercial Combined, Moderate Density--these districts provide for a mixture of moderate-density dwellings similar to those in RM-2 districts with supporting commercial uses at ground floor levels.

RC-3: Residential-Commercial Combined, Medium Density--these districts provide for a mixture of medium-density dwellings with supporting commercial uses at ground floor levels.



South of Market

EXISTING HEIGHT LIMITS

STUDY AREA

HOUSING/RESIDENTIAL LIVABILITY

PLANNING ISSUES, RESEARCH TOPICS AND POLICY QUESTIONS

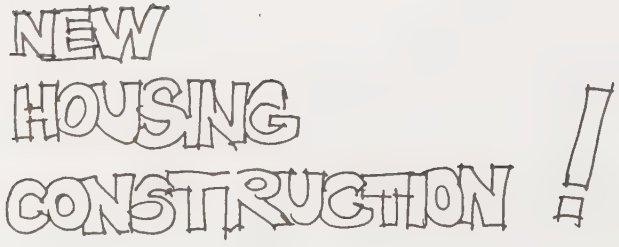
- HOUSING PRESERVATION
  The planning analysis will identify residential neighborhoods and enclaves which may be zoned for housing. Identify areas where housing may be made a principal use rather than a conditional use. Investigate the feasibility of prohibiting, in mixed use areas, the conversion of residential units to non-residential use without special permission from the Planning Commission which could be granted only if a greater public purpose would be served by the proposed conversion. Identify areas where artist live/work space can be accommodated and facilitated.

- HOUSING DEVELOPMENT
  Identify where new housing development could take place without disrupting existing neighborhoods. Identify housing opportunity sites; "in-fill" sites, such as vacant land or parking lots, and large sites appropriate for mixed use developments.

  Establish density standards for new residential development. Establish parking and open space/rear yard standards.

  Establish new zoning controls for special sized or shaped lots and housing designs. Design new controls to facilitate household diversity and affordability.

  Recommend building design guidelines to facilitate safety, security, privacy, quiet, and energy conservation.



o NEIGHBORHOOD IMPROVEMENT GUIDELINES
Recommend improvements to existing auto and pedestrian circulation networks, parking resources, and access to transit services.

Establish development guidelines to preserve sun and light exposure, view corridors, wind protection and quiet/air quality.

Identify areas for new parks, play areas and other recreation resources.

Identify strategies to encourage neighborhood-serving retail activities and services.

POLICY QUESTIONS

- What kind of "in-fill" housing would be appropriate for the South of Market area?
- What areas and/or parcels would be appropriate for new housing?
- What density would be appropriate for the different areas?
  low density in the neighborhoods?
  medium density where there are vacant lots amoung apartment buildings?
  high density near transit stations or where there are other residential towers?
- What housing prices can area residents, both families and singles, afford?

BUSINESS/JOB RETENTION and EXPANSION

- Identify EXISTING BUSINESS ACTIVITIES AND EMPLOYMENT
  Identify existing business activities, tenants and employment within the study area and adjacent industrial lands.

- Identify space needs, rent paying ability, infrastructure needs and business and employee characteristics of existing businesses within the area.

- Identify generally the economic role of the study area within a citywide, regional and national context.

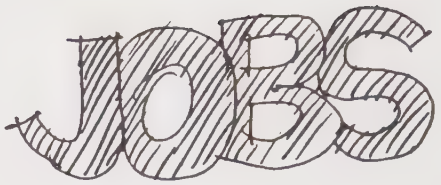
- Identify the occupational, wage and salary, demographic and housing characteristics of the workforce type currently in the study area and/or expected to be located there in the future.

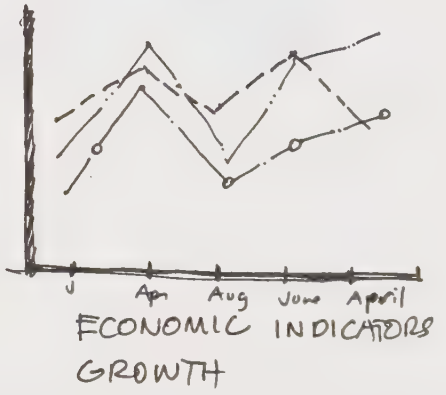
- Forecast economic growth in the study area based on survey findings, regional and industry-wide trends, potential land use policies, and other relevant locational factors.

- Identify the future demand for space based on various characteristics (location, size, price, quality, accessibility) within the study area.

- Describe the occupational and wage/salary mix of anticipated growth in business activities of various types and identify which businesses demonstrate a high propensity to employ local residents.

- Identify qualitatively the extent to which variations in local land use policies, zoning, capital spending and other relevant decisions would affect the overall economic growth potential in the study area, and qualitatively identify citywide and nearby subarea impacts.





POLICY QUESTIONS

- What businesses and industries are now located within the study area?
- What and where are the major markets (clients) of these businesses?
- Which business activities are expanding or expected to expand within the study area?
- Which businesses are likely to remain in the study area? Of those not expected to remain, why would they leave and where would they go?
- What public policies and local land use controls could be developed to facilitate business and job retention and expansion?

TRANSPORTATION

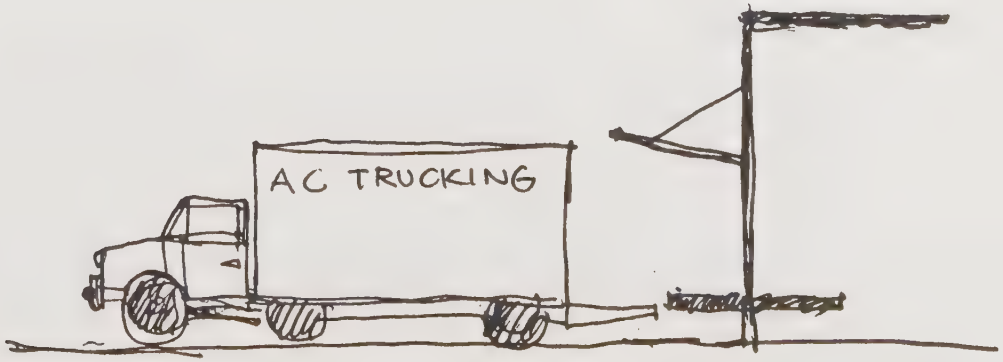
- CIRCULATION AND ACCESSIBILITY
  Identify and evaluate vehicle and pedestrian circulation systems, roadway and sidewalk capacities. Project changes over time based on local land use policies. Recommend improvements which would eliminate points of conflict or congestion, where necessary.

- TRANSIT SERVICE AND FACILITIES
  Identify and evaluate existing public transit service. Identify residents' and workers' transit needs and, working with MUNI, recommend service and facility improvements to accomodate present and anticipated demand.

- PEDESTRIAN NETWORKS
  Identify and evaluate the existing pedestrian circulation network. Establish a pedestrian circulation plan, where necessary, and develop a program to implement the plan.

- PARKING AND FREIGHT LOADING
  Identify existing parking resources and deficiencies. Identify existing and anticipated future parking demand of businesses and residents. Recommend strategies and approaches which would help provide adequate parking resources, or which would help divert motorists to transit service.

- RAIL SERVICE
  Identify and evaluate existing rail service within the study area. Identify rail carriers, users and frequency of use. Project future rail use based on industry trends and local land use policies. Identify areas where rail service might be consolidated and/or where rail tracks might be removed.



OPEN SPACE/RECREATION FACILITIES

OPEN SPACE/RECREATION FACILITIES

- Identify open space and recreation facility needs and desirable resources of residents and workers.

- Identify potential sites for open space and recreation resources and propose design guidelines.
  - -parks and mini-parks
  - -childrens' play areas
  - -green spaces/landscaped areas
  - -community gardens
  - -street trees
  - -indoor facilities

POLICY QUESTIONS

- How much more open space is needed within the South of Market area?
- What type of open space would people like to have available in their neighborhood?
- How should open space be distributed--a large park or smaller open spaces within each residential cluster?
- How far would people be willing to walk to an open space or recreation site?

PHYSICAL FORM/URBAN DESIGN

- Identify appropriate SIZE AND FORM OF BUILDINGS (SCALE)

- Identify appropriate ARCHITECTURAL CHARACTER AND STYLE for new buildings within the area. Recommend design guidelines for building materials, color, setbacks, and compatibility with nearby landmark buildings.

- Establish design guidelines for Street Identity and Image (Streetscape) for future landscaping, street lighting, street and sidewalk furniture, pedestrian-interest activities on street frontage, and pedestrian networks.

- Establish design guidelines for preserving significant "view corridors"(views of the Bay to the east or the hills to the west and south), sun exposure and wind protection at pedestrian levels, and overall cityform/skyline.

- Establish design guidelines for signs, billboards and other information/directional aids.

Public Participation Format and Schedule

COMMUNITY PARTICIPATION PROGRAM FOR THE SOUTH OF MARKET PLAN AND REZONING STUDY

The Department of City Planning has developed a public participation program that encourages the active involvement of a broad stectrum of citizens interested in the South of Market area. The purpose of the public participation program is to involve citizens in all phases of the rezoning study which includes the gathering of data on existing conditions in the area's business and residential areas, the formulation of planning goals and objectives, and the development of implementation strategies.

Outreach

The most critical component of the public participation program is outreach. Outreach will be continuous throughout the life of the study. The Department's outreach efforts will employ the following methodology to insure participation by all segments of the community.

A. Formal Presentations. The Department will search out organizations and groups interested in or affiliated with the South of Market area and will make a formal presentation to these groups regarding the research and findings of the rezoning study. The formal presentations are expected to be completed in August 1985. Although the presentations will be an ongoing process throughout the study period, by the end of August at least one presentation will have been made to each of the interested groups.

B. Informal Presentations. Presentations to unaffiliated individuals and groups will be made on an as needed basis throughout the life of the study. Persons interested in such a presentation may contact Eugene Coleman, Public Participation Coordinator for the South of Market Study, at the Planning Department (558-2683).

C. Announcements and Media Coverage. Meeting notices and general information will be mailed out to all known interested parties. Meeting notices will be posted throughout the community and delivered to organizations and agencies where people congregate. Articles on the rezoning study will be placed in the community newspapers throughout the life of the study.

D. Networking. Department staff will encourage groups and individuals involved in the study to outreach to their constituency or peer groups to inform them of the status of study activities and to seek their additional participation or comments and concerns.

E. Referrals. Groups and individuals involved in the rezoning study are encouraged to refer other interested parties to the Department for follow up information. Either Susana Montaña, Project Manager, or Eugene Coleman, Public Participation Officer, will be pleased to answer any questions or respond to any concerns about the study (558-2683).

Outreach

F. Survey Residents, Employers and Workers. Through the Department's resident and employer/employee survey and other interviews conducted throughout the course of the study, a number of people not normally involved in the public participation program or planning process will be able to contribute to the study.

Meeting Format

The Department of City Planning will employ a "bottoms up" process in the development of the South of Market Plan. That is, the Department will work closely with community groups to establish broad policy goals and objectives, and review possible implementation strategies. Responding to this input, the Department will propose long range policies and zoning controls and will publish a Plan for citizen review.

Throughout the study, the Department will host small working groups to research possible strategies to particular problems--housing, business retention/economic development, open space, transportation, etc. The smaller working groups will consist of Department staff, technical advisors and interested members of the community. The task of the working groups will be to identify issues and concerns, review data and possible strategies, recommend planning goals and objectives to the larger community group, the Department, and other applicable city agencies. These working groups will report regularly to the larger community forums which will be held monthly or bimonthly. The working groups will be organized around the following study areas:

Land Use/Zoning
Housing--preservation, affordability and new development
Economic Activity--job and small business retention and expansion
Open Space--parks and recreation activities
Transportation--transit, parking, pedestrian networks
Urban Design--scale of development, historic preservation, landscaping
New Arrivals--housing and services

Notices to all persons on the mailing list will be sent out announcing the time, date, and location of the working group meetings. The meetings are open to all interested parties. Department staff will chair the meetings and will make special efforts to insure the full participation of all those attending the meetings and to insure balanced community representation attending the meetings.

The schedule for these working group meetings will be developed in July. The working groups are expected to be very product-oriented or solution oriented. The meetings are expected to be very productive and will contribute greatly to the planning process. The working groups' findings are expected to be presented to the community forum group by October. The larger community forum will review all study findings and working group recommendations and will develop broad recommendations for the Planning Department. The Department will incorporate these recommendations into its analyses and will develop preliminary policies to present to the community forum by November. Responding to comments received in November, the Department should be ready to present a draft South of Market Plan to the community by the end of December. A final South of Market Plan should be published and distributed for citizen review by March 1985. Public hearings on the proposed Plan and Environmental Impact Report on the Plan will be held in March and April of 1985.

Existing Master Plan Policies Related to South of Market Development

Master Plan (Comprehensive Plan) policies relating to South of Market housing resources, residential activity, business activities, and environmental conditions.

Residence Element of the Master Plan (Comprehensive Plan)

Objective One: To Provide new housing for all income groups in appropriate locations.

- Policy One - Encourage development of housing on surplus, underused and vacant public lands.
- Policy Two - Facilitate the conversion of underused industrial and commercial areas to residential use.
- Policy Three - Promote the inclusion of housing in downtown commercial developments.
- Policy Four - Encourage infill housing on appropriate sites in established neighborhoods.
- Policy Five - Allow secondary units in areas where residents support such housing.
- Policy Six - Discourage development of new housing in areas unsuitable for residential occupancy, or on sites containing existing housing worthy of retention.

Objective Two: To increase substantially the supply of housing without overcrowding or adversely affecting the prevailing character of existing neighborhoods.

- Policy One - Set allowable densities in established residential areas at levels which will maintain neighborhood scale and character.

Policy Two - Encourage higher residential density in areas adjacent to downtown and in neighborhood commercial districts where higher density will not have harmful effects.

Policy Three - In appropriate cases, consider the size of the unit in establishing allowable densities.

Policy Four - Adopt specific zoning districts which conform to a generalized residential land use plan.

Objective Three: To retain the existing supply of housing.

Policy One - Discourage the demolition of existing housing.

Policy Two - Restrict the conversion of housing in commercial and industrial areas.

Policy Three - Preserve the existing stock of residential hotels.

Objective Four: To maintain and improve the physical condition of housing.

Policy One - Assure that existing housing is maintained in decent, safe and sanitary condition.

Policy Two - Maintain and improve the existing supply of public housing.

Policy Three - Promote and support voluntary housing rehabilitation.

Policy Four - Preserve residential buildings of significant architectural merit.

Objective Five: To provide housing affordable by all income groups, particularly low and moderate income households.

Policy One - Use the City's financial powers and resources to reduce the cost and increase the supply of low and moderate income housing.

Policy Two - Make maximum use of available federal and state housing subsidy programs.

Policy Three - Seek inclusion of low and moderate income units in new housing development.

Policy Four - Safeguard tenants from excessive rent increases while assuring landlords fair and adequate rents.

Policy Five - Encourage energy efficiency in new residential development and weatherization in existing housing to reduce overall housing costs.

Policy Six - Allow construction of a variety of innovative housing types that reduce cost.

Policy Seven - Encourage non-profit and limited equity ownership of housing.

Policy Eight - Ensure that office developments and higher educational institutions assist in meeting the housing demand they generate.

Policy Nine - Streamline the permit and environmental review processes to expedite housing construction.

Policy Ten - Ensure that the City's codes and development requirements do not unnecessarily increase the cost of housing.

Objective Six: To provide a quality living environment..

Policy One - Assure housing is provided with adequate public improvements, services and amenities.

Policy Two - Allow appropriate neighborhood-serving commercial activities in residential areas.

Policy Three - Minimize disruption caused by expansion of institutions into residential areas.

Policy Four - Promote development of well-designed housing.

Policy Five - Modify proposed developments which have substantial adverse environmental impacts or otherwise conflict with the Mater Plan.

Objective Seven: To provide maximum housing choice.

Policy One - Prevent housing discrimination based on age, race, religion, sex, sexual preference, marital status, ancestry, national origin, color or disability.

Policy Two - Promote adaptability and maximum accessibility of residential dwellings for disabled occupants.

Policy Three - Promote the availability of units suitable for groups with special housing needs, including large families, the edlerly, and those needing group housing and emergency shelter.

Policy Four - Eliminate discrimination against households with children.

Policy Five - Encourage economic integration in housing.

Policy Six - Provide adequate rental housing opportunities.

Policy Seven - Expand opportunities for home ownership.

Policy Eight - Regulate the conversion of existing rental apartment buildings into condominimums or cooperatives.

Policy Nine - Ensure a distribution of quality board and care facilities.

Policy Ten - Promote the availability of units suitable for persons with varied lifestyles.

Objective Eight: To avoid or mitigate hardships imposed by displacement.

Policy One - Minimize relocation hardship and displacement caused by the demolition or converstion of housing.

Policy Two - Permit displaced households the right of first refusal to occupy any replacement housing units.

Policy Three - Provide relocation services where publically funded actions cause displacement.

Commerce and Industry Element

Citywide Objectives

Objective One: Manage economic growth and change to ensure enhancement of the total city living and working environment.

- Policy One - Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.
- Policy Two - Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Objective Two: Maintain and enhance a sound and diverse economic base and fiscal structure for the city.

- Policy One - Seek to retain existing commercial and industrial activity and to attract new such activity to the city.
- Policy Three - Maintain a favorable social and cultural climate in the city in order to enhance its attractiveness as a firm location.

Objective Three: Provide expanded employment opportunities for city residents, particularly the unemployed and economically disadvantaged.

- Policy One - Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.
- Policy Two - Promote measures designed to increase the number of San Francisco jobs held by San Francisco residents.
- Policy Three - Emphasize job training and retraining programs that will impart skills necessary for participation in the San Francisco labor market.
- Policy Four - Assist newly emerging economic activities.

Industry

Objective Four: Improve the viability of existing industry in the city and the attractiveness of the city as a location for new industry.

Policy One - Maintain and enhance a favorable business climate in the city.

Policy Two - Promote and attract those economic activities with potential benefit to the city.

Policy Three - Avoid public actions that displace existing viable industrial firms.

Policy Four - When displacement does occur, attempt to relocate desired firms within the city.

Policy Five - Avoid encroachment of incompatible land uses on viable industrial activity.

Policy Six - Assist in the provision of available land for site expansion.

Policy Seven - Improve pulbic and private transportation to and from industrial areas.

Policy Eight - Provide for the adequate security of employees and property.

Policy Nine - Maintain a competitive tax structure for industrial use.

Policy Ten - Enhance the working environment within industrial areas.

Policy Eleven - Maintain an adequate supply of space appropriate to the needs of incubator industries.

Neighborhood Commercial

Objective Eight: Maintain and strengthen viable neighborhood commercial districts readily accessible to city residents.

Policy One - Promote the multiple use of neighborhood commercial areas with priority given to neighborhood - serving retail and service activity.

Policy Two - Promote neighborhood commercial revitalization.

Policy Three - Protect environmental quality in neighborhood commercial areas.

Policy Five - Encourage community-based economic development.

Visitor Trade

Objective Ten: Enhance San Francisco's position as a national center for conventions and visitor trade.

Policy One - Guide the location of additional tourist related activities to minimize their adverse impacts on existing residential, commercial, and industrial activities.

Policy Two - Promote locally initiated efforts to improve the visitor trade appeal of neighborhood commercial districts.

Policy Three - Assure that areas of particular visitor attraction are provided with adequate public services for both residents and visitors.

Recreation and Open Space Element

Objective Four: Neighborhoods
Provide opportunities for recreation and the enjoyment of open space in every San Francisco neighborhood.

Policy One - Make better use of existing facilities.

Policy Three - Give high priority for recreation improvements to high-need neighborhoods.

Transportation Element

Objective One: Vehicle Circulation Plan

Policy One - Divert through automobile and truck traffic from residential neighborhoods onto major and secondary thoroughfares, and limit major thoroughfares to nonresidential streets wherever possible.

General Objectives:

Policy Six - Provide incentives for the use of transit, carpools and vanpools, and reduce the need for new or expanded automobile and automobile parking facilities.

Pedestrian Plan

Policy Two - Retain streets not required for traffic for pedestrian circulation, open space use, and density controls.

Policy Three - Ensure convenient and safe pedestrian crossings.

Policy Four - Partially or wholly use certain streets not required as traffic carriers for pedestrian use or open space.

Downtown Transportation Plan

Objective Four: Improve Facilities for Freight Deliveries and Business Services.

Citywide Parking Plan

Policy Two - Discourage the proliferation of surface parking as an interim land use, particularly where sound residential, commercial or industrial buildings would be demolished pending other development.

Objective Three: Relate the Amount of Parking in Residential Areas to the Capacity of the City's Street System and Land Use Patterns.

Policy One - Regulate off-street parking in new housing so as to guarantee needed spaces without requiring excesses. Encourage low auto ownership in neighborhoods that are well served by transit and are convenient to neighborhood shopping.

Policy Two - Use existing street space to increase residential parking where off-street facilities are inadequate.

Urban Design Element

Objective One: City Pattern

Emphasis of the characteristic pattern which gives to the city and its neighborhoods an image, a sense of purpose, and a means of orientation.

Policy Five - Emphasize the special nature of each district through distinctive landscaping and other features.

Policy Six - Make centers of activity more prominant through design of street features and by other means.

Objective Two: Conservation

Conservation of resources which provide a sense of nature, continuity with the past, and freedom from overcrowding.

Policy Five - Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

Policy Six - Respect the character of older development nearby in the design of new buildings.

Objective Three: Visual Harmony

Moderation of major new development to complement the city pattern, the resources to be conserved, and the neighborhood environment.

Policy Two - Avoid extreme contrasts in color, shape, and other characteristics which will cause new buildings to stand out in excess of their public importance.

Objective Four: The Neighborhood Environment
Improvement of the neighborhood environment to increase personal safety, comfort, pride, and opportunity.

Policy One - Protect residential areas from the noise, pollution, and physical danger of excessive traffic.

Policy Two - Provide buffering for residential properties when heavy traffic cannot be avoided.

Policy Three - Provide adequate lighting in public areas.

Policy Four - Design walkways and parking facilities to minimize danger to pedestrians.

Policy Twelve - Install, promote and maintain landscaping in public and private areas.

Policy Thirteen - Improve pedestrian areas by providing human scale and interest.

Policy Fourteen - Remove and obscure distracting and cluttering elements.

Policy Fifteen - Protect the livability and character of residential properties from the intrusion of incompatible new buildings.

Community Safety Element

Objective One: Life Safety

Policy One - Apply a minimum level of acceptable risk to structures and uses of land based upon the nature of use, importance of the use to public safety and welfare, and density of occupancy.

Policy Two - Initiate orderly abatement of hazards from existing buildings.

Policy Four - Require geologic or soil engineering site investigations, and compensating structural design based on findings, for all structures in special geologic study areas.

(Proposed) Downtown Plan

Objective One: Expand the supply of housing in and adjacent to downtown.

Policy One - Promote the inclusion of housing in downtown commercial developments.

Policy Two - Facilitate conversion of underused industrial and commercial areas to residential use.

Objective Two: Protect residential uses in and adjacent to downtown from encroachment by commercial uses.

Policy One - Restrict the demolition and conversion of housing in commercial areas.

Policy Two - Preserve existing residential hotels.

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